

What is claimed is:

1. A precipitated silica characterized by

BET 350 - 550 m²/g

DBP number 320 - 400 g/100 g

d₅₀ 5 - 15 μm, and

tamped density 20 - 90 g/l.

2. The precipitated silica as claimed in claim 1, wherein the particle size distribution

$$\frac{d_{90} - d_{10}}{d_{50}}$$

is from 0.90 to 1.5.

3. The precipitated silica as claimed in claim 1, wherein the gloss angle gloss values are:

60° 15 - 25 and

85° 50 - 70.

4. The precipitated silica as claimed in claim 2, wherein the gloss angle gloss values are:

60° 15 - 25 and

85° 50 - 70.

5. A process for increasing the matting effect of a paint or ink comprising adding the precipitated silica as claimed in claim 1 as a matting agent to said paint.

6. A paint or ink, which includes the precipitated silica as claimed in claim 1 as a matting agent.

7. A process for increasing the matting effect of a paint or ink comprising adding the

precipitated silica as claimed in claim 2 as a matting agent to said paint.

8. A paint or ink, which includes the precipitated silica as claimed in claim 2 as a matting agent.

5 9. A process for increasing the matting effect of a paint or ink comprising adding the precipitated silica as claimed in claim 3 as a matting agent to said paint.

10. A paint or ink, which includes the precipitated silica as claimed in claim 3 as a matting agent.

11. A process for increasing the matting effect of a paint or ink comprising adding the precipitated silica as claimed in claim 4 as a matting agent to said paint.

10 12. A paint or ink, which includes the precipitated silica as claimed in claim 4 as a matting agent.

13. A wax-coated precipitated silica characterized by

BET 350 - 550 m²/g

DBP number 320 - 400 g/100 g

15 d₅₀ 5 - 15 μm

tamped density 20 - 90 g/l

carbon content 2 - 18% by weight.

14. The wax-coated precipitated silica as claimed in claim 13, wherein the particle size distribution

20
$$\frac{d_{90} - d_{10}}{d_{50}}$$

is from 0.90 to 1.5.

25 15. A wax-coated precipitated silica as claimed in claim 13, wherein the gloss angle gloss values are:

60° 15 - 25 and

85° 50 - 70.

16. A wax-coated precipitated silica as claimed in claim 14, wherein the gloss angle
gloss values are:

5 60° 15 - 25 and

85° 50 - 70.

17. A process for increasing the matting effect of a paint or ink comprising adding the
precipitated silica as claimed in claim 13 as a matting agent to said paint.

10 18. A paint or ink, which includes the precipitated silica as claimed in claim 13 as a
matting agent.

19. A process for increasing the matting effect of a paint or ink comprising adding the
precipitated silica as claimed in claim 14 as a matting agent to said paint.

20. A paint or ink, which includes the precipitated silica as claimed in claim 14 as a
matting agent.

15 21. A process for increasing the matting effect of a paint or ink comprising adding the
precipitated silica as claimed in claim 15 as a matting agent to said paint.

22. A paint or ink, which includes the precipitated silica as claimed in claim 15 as a
matting agent.

20 23. A process for increasing the matting effect of a paint or ink comprising adding the
precipitated silica as claimed in claim 16 as a matting agent to said paint.

24. A paint or ink, which includes the precipitated silica as claimed in claim 16 as a
matting agent.